

MACKENZIE OLIVIA UMBERGER

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EXECUTIVE PROFILE

Creative media, communications, and customer engagement professional with experience in video production, digital media, event operations, admissions, and leadership. Proven ability to manage teams, produce engaging content, analyze performance metrics, and build meaningful relationships with students, customers, and community partners.

CORE STRENGTHS

Leadership	Event Manager	Data Analytics
Video Production	Inventory Manager	Microsoft Excel
Adobe Creative Cloud	Team Training	Project Coordination
Content Creation	Customer Relations	Attention to Detail
Social Media Strategy	Website Management	

PROFESSIONAL EXPERIENCE

Aims Community College, Department of Communication Media

Video Production Tutor – January 2026 - Current

- Tutor students in Adobe Premiere Pro, After Effects, Cinema 4D, and Final Cut Pro.
- Provide one-on-one coaching that improves editing, motion graphics, and production skills.
- Support students through all phases of video production projects.

Follett Higher Education, Colorado State University Affiliate Store

Event Retail Member – September 2023 - Current

- Supported retail operations during NCAA Division I athletic events and university-sponsored events, including the CSU Rodeo Series, delivering exceptional customer service in a fast-paced environment.
- Processed cash and electronic transactions accurately using point-of-sale (POS) systems while maintaining balanced cash drawers.
- Assisted with merchandise inventory management, stock replenishment, and sales tracking using Microsoft Excel.
- Collaborated with event management to ensure efficient retail operations, product availability, and a positive guest experience during high-volume events.

Colorado State University, Ram+

Showrunner – January 2024 – June 2026

- Managed planning, production, scheduling, and release of original streaming content.
- Led production team through filming and post-production.
- Secured sponsorship for Ramferno programming.
- Managed website updates and performance analytics.
- Produced the #1 show on Ram+, averaging 2,000+ views per episode and approximately 1,800 social media engagements per post.

Colorado State University, Office of Admissions

Transfer Student Ambassador – April 2024 – May 2026

- Guided approximately 800 prospective transfer students annually through the admissions process.
- Managed daily communication campaigns reaching 100–300 students through text and email.
- Led campus tours and represented CSU at recruitment events.
- Selected as a student speaker for university events.

Aims Community College, Office Admissions

Student Ambassador – March 2023 – December 2023

- Assisted prospective and current students with admissions applications, onboarding, and enrollment questions, providing exceptional customer service throughout the admissions process.
- Managed a high-volume admissions inbox and phone line, ensuring timely and accurate communication.
- Selected as the lead trainer for new student ambassadors, onboarding and mentoring team members on office procedures and customer service best practices.
- Conducted one to three campus tours each week for prospective students and their families, delivering engaging presentations and representing the college professionally.

Education

- Colorado State University – Bachelor of Arts in Journalism & Media Communication
- Aims Community College – Associates of Applied Science in Media Writing
- Aims Community College – Associates of Applied Science in Television & Video Production
- Aims Community College – Associates of Applied Science in Video Editing & Effects Production

Systems Experience

SOFTWARE	BUSINESS TOOLS	DIGITAL
Premiere Pro After Effects Photoshop Illustrator Lightroom Final Cut Pro Avid Media Composer Cinema 4D Canva	Microsoft Office Suite Google Workspace Point-of-Sale Systems	Website Management Data Analytics Social Media Management Content Creation Camera and Audio Equipment